

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Sev K. H. Keil et al. Art Unit : 3688
Serial No. : 09/845,051 Examiner : Lastra, Daniel
Filed : April 27, 2001 Conf. No. : 1476
Title : SYSTEM TO PROVIDE CONSUMER PREFERENCE INFORMATION

MAIL STOP AF

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

AMENDMENT IN REPLY TO ACTION OF OCTOBER 23, 2008

Please amend the above-identified application as follows:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks begin on page 21 of this paper.